



HANJOO KWAK

Product Designer
San Diego, CA

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SKILLS

Competency

UX/UI Design
Visual Design
UX Writing
Branding
Content Creation
3D modeling
Architecture

Software

Figma
Sketch
Invision
Anima 3.0
Principle
Illustrator
InDesign
Lightroom
Photoshop
Premiere Pro
Maya
Autocad
Rhino
Unity
Unreal Engine

Languages

Korean
Spanish

ABOUT

I am a UX Designer and Content Creator based in California dedicated to creating a strong foundation of branding and design for products and educating on the industry. I have a decade of being a designer and have an interdisciplinary set of skills ranging from UX designer, Branding, Strategy, Graphic Design, Photography, and 3D Design.

EXPERIENCES

KeyBank / UX Designer and Visual Lead

Remote / 2022-2023

Designed the MVP for KeyBank's API portal. Developed design system used across the product and collaborated with technical writers and copywriters to organize content for better design. Created processes that streamlines design hand-off with the developers. Structured and documented workflows and systems for internal team usage. Collaborate and supported marketing team with content and design assets. Practice and manage an agile work field. Branded and developed assets used in social media and website.

OdysseyApp / UX Designer & Brand Specialist

Los Angeles, CA / 2021 - 2022

Created a digital platform for social platform for users to create, discover, or join communities for any topic. Developed the branding through design systems, copy writing and brand identity and applied them to assets and content [pitch decks, social media content, product, and website] Researched and applied current design trends.

Falcon Brands / Designer

Irvine, CA / 2021

Curate for numerous brands and products. Use multimedia design to create product packaging, digital content, apparel, and website. Researched and applied current design trends. Helped with the management of finance and products.

Parapet / UX Designer & Creative Director

Remote / 2020 - 2021

Worked with a small startup team in creating a dashboard application for self-managed co-op spaces. Lead the branding and development and created logos, style guides, and visual assets with up to date design trends.

Kensho Health / UX Designer

Los Angeles, CA / 2020

Designed a desktop and mobile platform that guides and promotes holistic health through experts and specialists. Created marketing assets for advertising and investors.

PROJECTS

Falcon Brand Halloween Branding

One Week

Created content and assets to be used by the company during the Halloween season that helped push products and merchandise. Research and applied current pop culture and social media trends, attracting the target audience and consumer.

Hammer (Made in LA) AR Mobile App Design

Two Week Sprint

Created an interactive mobile AR experience for users to view art through a new lens at locations all over LA and build awareness and excitement around Made in LA 2020 exhibit.

EDUCATION

General Assembly / UXDI Bootcamp

Los Angeles, CA / Dec 2019 - March 2020

Syracuse University / School of Architecture

Syracuse, NY / Aug 2015 - May 2019